To adopt die cast products as parts of a vehicle body frame. A vehicle body frame is provided with an alumite treating, showing that brightness and appearance of pivot plates which are die cast products differ from those of non-die cast products, head pipes, longitudinal pipes and cross pipe. By carrying out a local coating treatment on the pivot plates, the pivot plates are provided with a color the same as that of the head pipe, the longitudinal pipes and the cross pipe. By making die cast products portions of constituent parts, the fabrication cost of the vehicle body frame can be reduced.